

Downtown Muskegon Business Improvement District

Meeting Agenda

February 23, 2016

380 Western Ave., Suite 202 Muskegon, MI at 4PM

- 1) Call to Order
- 2) Consent Agenda
 - a) Approval of Agenda
 - b) Approval of Minutes from the Jan. 19, 2016 Meeting
 - c) Review BID financial statement from the city dated 2-18-16
- 3) Public Comment (on an agenda item)
- 4) Unfinished Business
 - a) Update on the implementation of the BID assessments that were mailed Feb. 1 and snow removal contract.
- 5) New Business
 - a) Discussion of spring and fall landscaping RFP details and process
 - b) Update by Ellen Berends on downtown events and of the upcoming request of \$2,500 for the initial First Fridays from the \$24,000 advertising/marketing & events line item
 - c) Update from Dave Alexander of the map sign at the northwest corner of the Johnson Traffic Circle at Third Street and West Western Avenue for this summer and of an upcoming request to pay for it from the \$7,000 banners & direction signs line item
 - d) Information from Ellen Berends on a proposed downtown art sculpture competition
 - e) Information from Ellen and Dave on a planned GusMacker in downtown Muskegon July 23-24.
 - f) Meeting schedule for the remainder of 2016 moving meetings to the fourth Tuesday of every other month: March 22, May 24, July 26, September 27 and November 22, 4 p.m. at 380 Western Ave., Suite 202 Muskegon, MI
- 6) Other Business
- 7) Adjournment

To: Muskegon Downtown Improvement District Board members

From: Dave Alexander, executive director of Downtown Muskegon Now (staff)

Re: Background on items for the February 23, 2016 meeting

BID Update: We agreed in January to gather back to evaluate the beginning of the BID with the mailing of the assessments and start of the expanded sidewalk snow removal contract with H&H. The financials show that more than \$4,200 has been received from at least eight assessed properties in the initial two weeks since the assessments arrived. It has been a light winter for snow.

Landscaping: Next up is our landscaping contract for the spring and the fall. Here is the RFP from last year and the winning bid from H&H. The mowing of the three DMDC lots on West Western Avenue need to be bid separately and paid by the DMDC as that is not a BID expense as it was a condo association expense last year that could be wrapped into overall contract. The flowers and flower planter upkeep in the district has been handled separately. Jonathan Seyferth suggests that for such small contract that we again hire Ole Henry Gardens to handle that. I will walk the district with Ole Henry Gardens and have them provide a quote outside the RFP if that is acceptable. My goal is to get the RFP out in early March and have a contract set by April 1.

Outside of snow/landscaping: DMN staff wants to brief you on events and projects outside of snow removal and landscaping for potential funding as 2016 progresses. First Fridays and the map sign would be specific future requests. We have no specific requests for the sculpture competition and GusMacker as we are only providing staff support. Both are not our initiatives.

BID Board meetings for 2016: I request that we change the BID Board from the third Tuesday of each month to the fourth Tuesday as it provides me with a better monthly work flow with the other two boards I staff – DMDC and DMN – have second week of the month meetings. This will need board action if we have a quorum.

Downtown Muskegon Business Improvement District

Meeting Minutes

January 19, 2015

380 W. Western Ave., Suite 202 Muskegon, MI at 4 PM

- 1) Call to Order: 4:00 PM
- 2) Attendance:
 - Doug Pollock (Chair), Mike Hennessy, Bob Tarrant, Gary Post and Frank Peterson
 - Excused Absent(s): Justin Clark (VC), Bruce Lindstrom, John Riegler and Connie Taylor
 - Guests: Dennis Lohman, Northwester Industrial sales, and Mohammed Al-Shatel, Muskegon DPW director.
- 3) Consent Agenda
 - a) Approval of Agenda
 - Motion: Frank Peterson**
 - Support: Mike Hennessy**
 - Vote: All voted in favor**
 - b) Approval of Minutes from the November 17, 2015 Meeting
 - Motion: Frank Peterson**
 - Support: Mike Hennessy**
 - Vote: All voted in favor**
- 4) Public Comment (on an agenda item) – None. The board chose to leave the floor open for the whole meeting allowing attendees to participate as they like.
- 5) Unfinished Business
 - a) BID board meetings will be called for February, March and April to begin 2016 as the District begins operations and collection of assessments.
 - b) Discussion of the one-year nature of the BID and the need to evaluate the first year. The board will have to approach the Muskegon City Commission for a decision on the second year and beyond. Those discussions and decisions will need to be made by the August-September timeframe for city action for 2017.
 - c) Overall explanation of the Muskegon Business Improvement District final assessment approvals by the Muskegon City Commission and the authorization of a \$45,000 loan from the city to the BID was given by Muskegon City Manager Frank Peterson and Downtown Muskegon Now Executive Director Dave Alexander.

6) New Business

- a) Agreement between BID and Downtown Muskegon Now for DMN to manage the BID work plan and budget. Authorized DMN staff to spend the \$45,000 city loan funds only for snow removal and spring-fall landscaping at this time. All other spending needs to be approved by the board.

Motion: Frank Peterson

Support: Bob Tarrant

Vote: All voted in favor

- b) Accept the \$45,000 loan and the city terms of an 18-month payback at no interest rate.

Motion: Frank Peterson

Support: Gary Post

Vote: All in favor

- c) Authorize Chairman Doug Pollock to sign the city's promissory note for \$45,000 on behalf of the BID board.

Motion: Frank Peterson

Support: Bob Tarrant

Vote: All in favor

- d) The DMN had sought through a Request for Proposals expanded BID sidewalk snow removal services at the end of October. Only one proposal was received from H&H Lawn Service & Snowplowing of North Muskegon. Due to the delay in approval of the BID assessments by Muskegon City Commission, the H&H proposal needed to be resubmitted.

Authorize DMN Executive Director Dave Alexander to sign a BID snow removal contract with H&H from February 1, 2016 through April 15, 2016 not to exceed \$24,000 with potential additional charges for salt and snow hauling with loader and dump truck. Discussion included a request to have at least holes cut into the snow banks at mid-blocks to allow clear access from the sidewalk to the street. Another suggestion was to remove snow from between the street and sidewalks when available and to coordinate that work with the city of Muskegon DPW.

Motion: Frank Peterson

Support: Mike Hennessy

Vote: All in favor

- e) Appointment of a treasurer. Nomination was for Connie Taylor to serve as treasurer and that she be authorized to be signatory to any BID bank accounts.

Motion: Frank Peterson
Support: Mike Hennessy
Vote: All in favor

7) Other business

Board members discussed the inclusion of the Sidock Building parking lot being part of the snow removal contract in the future and as to whether it would be open to the public. BID staff will explore that issue for next winter's snow removal contract.

8) Adjournment

5:10 PM

No Objection

Minutes produced and submitted by Dave Alexander, executive director of Downtown Muskegon Now.

ACCOUNT BALANCE REPORT FOR CITY OF MUSKEGON

Page: 1/1

02/18/2016 04:56 PM
User: beth.lewis
DB: Muskegon

PERIOD ENDING 02/29/2016

GL NUMBER	DESCRIPTION	2015-16 AMENDED BUDGET	BEG. BALANCE 07/01/2015	ACTIVITY FOR MONTH 02/29/2016	YEAR-TO-DATE THRU 02/29/16	END BALANCE 02/29/2016
Fund 297 - DOWNTOWN MUSKEGON BID						
Assets						
297-00000-1101	CASH IN BANK		0.00	(3,756.64)	(3,756.64)	(3,756.64)
TOTAL Assets			0.00	(3,756.64)	(3,756.64)	(3,756.64)
Revenues						
297-00000-4161	SPECIAL ASSESSMENTS	0.00		4,243.36	4,243.36	4,243.36
TOTAL Revenues		0.00		4,243.36	4,243.36	4,243.36
Expenditures						
297-70803-5346	CONTRACTUAL SERVICES	0.00		8,000.00	8,000.00	8,000.00
TOTAL Expenditures		0.00		8,000.00	8,000.00	8,000.00

Feb. 1, 2016

Dear Muskegon Downtown Improvement District property owner:

Please find your 2016 Muskegon Downtown Improvement District assessment bill enclosed.

After a public hearing, you may be aware that the Muskegon City Commission unanimously gave its second approval of the 2016 assessment roll for the district at its Jan. 12, 2016 meeting. The commission-approved, nine-member Business Improvement District Board met Jan. 19, 2016 and reaffirmed the district budget for this first year to include specific parking lot, alleyway and sidewalk snow removal; spring and fall landscape services for the district; and downtown events and marketing, among other items.

The Business Improvement District Board is requesting at least half payment of the 2016 assessment before July 1 so that services can begin to be delivered. A second assessment billing will be sent out July 1 reflecting any unpaid balance.

The assessment payment is due in full by Oct. 31, 2016. After that date, any balance due on the 2016 Muskegon Downtown Improvement District assessment will be applied to the 2016 winter property taxes for your property, due Feb. 14, 2017. After that date, unpaid assessments become a delinquent property tax subject to penalties and interest.

Thank you for your ongoing support of development and improvements in downtown Muskegon.

Sincerely,

The Muskegon Downtown Improvement District Board

Downtown Muskegon Business Improvement District

Budget Recommendation & Explanation

Date: October 2015

To: Muskegon City Clerk/City Commission

From: Downtown Muskegon Business Improvement District Board

Budget Recommendation:

Based on a two tier assessment where "Class A" Properties pay \$0.08/sf annual and "Class B" Properties pay \$0.02/sf annual the Downtown Muskegon BID can expect to bring in \$128,467.36 during 2016. Based on this Assessment the below budget is recommended.

2016 Downtown Muskegon BID Budget	
Downtown Beautification/Enhancements	
Spring/Fall Clean-up & Summer Landscaping	\$ 16,000.00
Holiday Decorating	\$ 2,500.00
Banners & Directional Signs	\$ 7,000.00
Snowplowing & Salt	\$72,000.00
Marketing, Advertising & Development	
Advertising/Marketing & Events	\$ 24,000.00
Art	\$ 2,000.00
Reserve Funds	\$4,967.36
Total	\$ 128,467.36

Budget Note:

All line items, with the exception of ***Snowplowing & Salt*** and ***Spring/Fall Clean-up & Summer Landscaping***, will be locked and no funds expended until specific board action is taken to release those funds. This is to ensure proper funds are available for projects.

All unused funds will go into cash reserves.

Budget Explanation:

Downtown Beautification/Enhancements

Spring/Fall Clean-up & Summer Landscaping

The Downtown Muskegon BID will contract with one or more third party landscaping companies to conduct a spring cleanup of common area planting beds within the BID, and general cleanup of grounds as a result from winter wear and tear. Summer Landscaping includes the weeding and fertilization of common areas throughout the BID (grass cutting is done by the city). This line item also includes the planting and maintenance of flower planters throughout the BID (this item could be completed by a different vendor than the one doing the landscaping and clean up). Fall clean-up will consist of removal of leaves from the BID district and preparation of the planting beds for the winter.

Holiday Decorating

Funds in this line item will be used to purchase holiday decorations which can be displayed within the BID. These could be used to complement existing decorations in Hackley Park or expand displays to other areas of the BID.

Banners & Directional Signs

In an effort to support exiting businesses and help downtown visitors navigate downtown, new directional signage (wayfinding) needs to be updated throughout the BID. Funds in this line item will be used to update/create wayfinding and used to brand downtown.

Snowplowing & Salt

The BID's largest line item is dedicated to snowplowing and salt application along sidewalks within the BID where the majority of the Class A properties are located along portions of W. Western Ave., Clay Ave., Morris Ave., Terrace St., Jefferson, 1st, 2nd, 3rd, 6th & 7th Streets. Funds will also be used to clear parking areas which are generally used by the public – specifically the two lots between 2nd and 3rd Streets accessed off of Morris Ave.

Marketing, Advertising & Development

Advertising/Marketing & Events

In an effort to encourage new and repeat visitors to Downtown Muskegon funds will be dedicated to advertising Downtown Muskegon within the Muskegon metro area. Advertising will focus on billboards and web based advertising including, but not limited to, internet based advertising on various local/regional websites and Facebook. The BID will also look at partnering with existing campaigns and marketing efforts to try and leverage additional exposure for Downtown Muskegon. If possible, based on budget constraints, cable TV and Radio advertising could also be considered. Print advertising in specific tourism and/or trade based publications could also be considered based on budget restrictions.

The goal with this advertising and marketing effort is to inform the Greater Muskegon Community about the various shops, services, restaurants, activities and cultural amenities available in downtown Muskegon.

Portions of this budget will also be used to help create new downtown events or enhance existing events specifically designed to bring individuals into downtown Muskegon businesses. It is expected that some of these events will be partnerships with other downtown entities.

Art

A key aspect of a downtown experience is one's sense of place. A strong sense of place can encourage visitors to linger and explore longer. One way to achieve this sense of place is with public art. Other downtown partners, including the Community Foundation for Muskegon County, the City of Muskegon, The Muskegon Museum of Art (among others) have made a strong commitment to enhancing our downtown's public/community art. This can be seen in the historical downtown mural project and the various sculptures scattered throughout the downtown. This art serves as an additional draw to the downtown.

In an effort to support additional public art within the BID, this line item will be used to create a fund which will set aside monies each year and used to help create, support and/or enhance public art activities within downtown Muskegon – monies in this line item do not need to be spent each year. Funds would be distributed at the discretion of the BID Board with the understanding that the art funded in part or fully by the BID Art Fund be in free public areas of the downtown and displayed in a way that enhances the downtown experience.



Spring/Summer 2015 Grounds Keeping - Request for Proposal

Date: March 31, 2015

To: Landscaping Contractors

From: Downtown Muskegon Now

RE: RFP for landscaping and maintenance in downtown Muskegon

Proposals Due: Wednesday, April 22, 2015 by 12noon

Downtown Muskegon Now (DMN) seeks qualified firms to prepare and submit proposals for Landscaping and maintenance in the core of downtown Muskegon along and adjacent to West Western Ave. between Terrace St. and 5th St. and along 3rd Street between Clay Ave. and Morris St.

Purpose & Objectives

DMN is interested in receiving proposals from companies or agencies with the ability and interest in providing the following services. The contract period will be for one season terminating on Nov. 30, 2015. Service areas for the 2015 contract are W. Western Ave. between Terrace St. and 3rd Streets (both sides of third and inside the traffic circle), the Olthoff Stage area (and it's planting beds) along Third St., The Alcoa Stage area in front of the Hines Building and the raised beds between 4th and 5th Street on W. Western Ave (beds in front of and behind the parking lot across from the L.C. Walker Arena).

Insurance

The selected firm must have a liability insurance policy covering casualty to persons and property for an amount no less than \$1million and list Downtown Muskegon Now as an additional insured party. A copy of the insurance policy must be provided to Downtown Muskegon Now at the start of the contact period.

Scope of Work

Lawn Fertilization/Weed Control

- 4 fertilization applications on medians and terraces between Third St and Terrace St along Western Ave. (excluding vacant properties)
 - o Spring (completed by June 1)
 - o Early Summer (completed by July 30)
 - o Late Summer (completed by September 30)
 - o Fall/Winterizer (completed by Nov. 30)
- Apply liquid weed control to the service area including:
 - o Cracks
 - o Curb lines
 - o Landscaping beds
 - o Along buildings
 - o Parking lots behind Russell Block & the Hines Building (parking area entered from Morris Ave. between 2nd and 3rd Streets).
 - o Alcoa Celebration Square rock beds at 1st and W. Western

*A copy of your business certification to apply fertilization/weed control must be submitted with the bid.

*DMN staff should be notified a week before applications occur.

(Continued)

Downtown Muskegon Now 380 W. Western Ave., Suite 203 Muskegon, MI 49440
p. 231.724.3180 f. 231.728.7251 email jseyferth@downtownmuskegon.org

Spring Clean Up

- Removal of lawn and landscaping area debris
- Cut all ornamental grasses and annual plants to spring start height
- Remove all day Lilly dead loss and cleanout beds
- Removal all trash from landscaped beds, curbs, & open fields
- Haul all yard waste from site
- Clean-up of curb lines and dress property for appearance
- Clean-up landscaping rocks (moving back into islands) in the parking lots behind the Hines Building & Russell Block
- Weed whip only the rear raised planting bed behind the W. Western Ave. parking lot between 4th and 5th Streets.
- Weed and cut back (totally weed whip if needed) the front raised flower beds fronting W. Western Ave. in the parking lot between 4th and 5th Streets.

Hardwood Mulch Install & Bed Prep

- Pull weeds, and remove all debris from bark beds
- Install sod cut edge and prep all corners of landscaping beds
- Haul and spread shredded hardwood bark 2" deep in beds on Western Ave. between Terrace and 3rd Streets, and the front raised bed between 4th and 5th Streets along W. Western (see attached map for reference – the rear flower bed in this lot does not receive mulch)

Mowing of downtown vacant properties 3 times per season

- Mowing of all downtown vacant properties
- Trash should be removed from all locations prior to mowing on each visit
- Line trimming around all obstacles
- Solid surfaces should be blown free of debris

Trimming and Pruning

- Trim & prune shrubs, bushes & trees to promote healthy growth and uniformity
- Remove and dispose of trimming debris

Fall Clean-up

- Leaf removal from plantings between Terrace St. and 3rd St. along W. Western Ave. and in the Olthoff Stage area.

Special Instructions

Downtown Muskegon hosts several festivals thought out the summer, set up for these festivals begins on the following dates and efforts should be made to ensure regular maintenance doesn't interfere with event setup/activities. **The city will turn off irrigation the day before the noted set-up start dates so.**

Event	Set-up Starts	Event times	Breakdown
Parties in the Park	Fridays 3-5PM	Summer Fridays 5-9PM	Same night
Taste of Muskegon	Thursday, June 18	June 19 & 20 11am-9pm	Sunday, June 22
Lakeshore Art Festival	Tuesday, July 2	July 3 & 4 10am-6pm	Sunday, July 5
Muskegon Bike Time	Wednesday, July 15	July 16, 17, 18 & 19	Monday, July 20

* If possible, one of the scheduled grass cutting of the vacant properties should occur the week prior to the Lakeshore Art festival.



Orange – Parking lots behind Russell Block & Hines Building
Blue – areas to receive landscaping maintenance
Green – Vacant lots to be cut 3 times per year



Phone: 231-759-8807

Fax: 231-798-8028

925 Witham Rd.

North Muskegon, MI 49445

Office@handhlawnservice.com

Estimate

DATE	ESTIMATE #
4/22/2015	1849

CUSTOMER:

Downtown Muskegon Now
380 W. Western Ave., Suite 202
Muskegon, MI 49440

PROJECT

Item	Description	Rate	Qty	TOTAL:
	Spring/Summer 2015 Grounds Keeping			
Fertilization & We...	Four Applications of fertilizer. (on the Holidays Memorial, 4th of July, Labor Day, Winterizer)	200.00	4	800.00
Fertilization & We...	Applications of round-up	125.00	4	500.00
Spring Cleanup	Spring Clean up	1,300.00	1	1,300.00
Mowing	Mowing of vacant lots	450.00	3	1,350.00
Hardwood Bark - Inv	Premium Hardwood Mulch	15.00	150	2,250.00
Labor	Labor to prep beds and install mulch	30.00	150	4,500.00
Fall Cleanup	Fall Clean-up	800.00	1	800.00
	Ala carte services:			
	Blanket Weed Control for lawn \$300/time (Spring and Fall)			
	Hand Weeding \$35/ per man hr			
	Trimming/Pruning \$45/ per man hour for material under 10'			
	(Recommended once a month to keep up on appearance)			
	Monthly Hand weeding of beds \$750/ time (3rd week of May, June, July, August)			
	Blanket Weed Control for lawn \$300/time			
Sales Tax (6.0%)				\$0.00

TOTAL:

\$11,500.00

SIGNATURE:

This estimate is valid for 20 days. Signing this estimate creates a contract to provide services as described above.

*Executive Director
Downtown Muskegon Now*

Downtown Muskegon - Summer Landscaping 2015 Bid's Rec'd

<i>Date Rec'd</i>	<i>Company</i>	<i>Total For Services</i>	<i>Muskegon Company</i>	<i>Comments</i>
4/14/2015	Mike Rose Landscaping	\$15,950	No (Grand Haven)	Fertilization isn't included
4/22/2015	Schultz Landscaping	\$16,892	Yes	Most is fixed, however h
4/22/2015	Green Scape Lawn	\$17,354	Yes	Talked with 5.5.15 explai
4/22/2015	Double L	\$18,250	Yes	This is all inclusive and w
4/22/2015	Ground Control	\$15,950	No (Spring Lake)	
4/22/2015	H&H	\$16,850	Yes	fixed costs would be \$14

LAKESHORE ART FESTIVAL SCULPTURE COMPETITION PROPOSAL

For Downtown Muskegon

OVERVIEW

Lakeshore Art Festival is pleased to submit this proposal for a sculpture competition in the heart of our downtown area. We would like to invite sculptors to present their work on the streets of Downtown Muskegon, where they will be on sale and on display for one year.

The Objective

The objective of this project is to promote art and sculpture in our downtown atmosphere. To bring 8-10 new sculptures to Muskegon for one year, with hopes of one becoming a permanent fixture.

The Opportunity

This project gives Downtown Muskegon the opportunity to expand its art scene. We would be able to have a bigger draw to the city by providing a positive setting for artists and art admirers. This also gives the opportunity for the Lakeshore Art Festival to partner with Downtown Muskegon and the Muskegon Art Museum to create a positive atmosphere for kicking off this project.

OUR PROPOSAL

This is a plan that would invite well-versed artists to compete with one another for cash prizes as well as exposure in the Muskegon area.

This would be a competition where winners would be recognized on a large scale, as well as the option to display the art in our town for one year after winning their prize. We would use this competition to compliment Lakeshore Art Festival and to enhance the existing art in Muskegon.

With this proposal we would also focus on making sure these artists and their work would be featured in our art walk brochures that are handed out during the Lakeshore Art Festival, and year round through Downtown Muskegon Now, Muskegon Museum of Art and other partners.

Rationale

- After growing success with the Lakeshore Art Festival, it is clear that art is a topic that many here in Muskegon are interested in. That interest is also sparked outside of Muskegon, as many visitors and exhibitors travel from out of city and even out of state to visit our Art Festival. To add an attraction from a sculpting competition would only ignite further interest.
- The Muskegon Museum of Art is local gem, historic landmark and nationally recognized museum. This project can help enhance and support their mission of... "The Muskegon Museum of Art,

founded on a tradition of aesthetic excellence, is committed to fostering the life-long study and appreciation of the visual arts by strengthening, preserving, and exhibiting its collections; offering a wide range of traditional and contemporary exhibitions; stimulating learning and creativity through diverse public and educational programming; and enhancing community involvement and support in a safe, accessible, and welcoming environment.”

- This proposal can be similar in scope to the Muskegon Museum of Art, Avian Avatars projects. The Avian Avatar sculptures were scheduled to be in Muskegon for just over one year before relocation. There was overwhelming positive response to these sculptures being in Muskegon.

Timeline for Execution

The timeline for this project would begin the summer before the art is to be revealed here in Muskegon. This gives the artists one year to work on and complete their sculptures. This would also give us a year to incorporate the artists into the programs, art walks, and Lakeshore Art Festival plans.

Dates below are *best-guess estimates* and are subject to change until an exact plan is determined.

Description	Start Date	Entity Responsible
Project Start – Develop a team to work on this project, put together applications, create budgets, and look at fundraising opportunities.	July to August 2016	Partner
Artist Planning – Decide who we would like to invite to the competition and contact those possible participants. Identify professional jurors.	August to September 2016	Partner
Applications – Receive the applications back from the artists.	September to December 2016	Partner
Confirmations – Confirm with those invited that they are in fact participating in this competition.	January 2017	Partner
Check-ins – Check in with the artists and make sure they are on schedule to be ready by May or June of the next year.	January through April 2017	Partner
Marketing – Finalize work on marketing for Lakeshore Art Festival and promotional brochures.	April through June 2017	Partner
Jury – Receive photos of art to have for professional jury with the result that three winners will be selected.	June 2017	Partner

Unveiling – Unveil all sculptures and announce the top 3 winners to Muskegon on the first day of the Lakeshore Art Festival.	July 2017	Partner
Display – Display the art for one year with the option for anyone to buy art.	July 2017 through July 2018	Partner
Evaluation – Evaluate the program.	August 2017	Partner
Project start for the next year – Begin the process over for 2018.	August 2017	Partner

EXPECTED RESULTS

We expect our proposed solution of this sculpture competition to provide the following results:

Financial Benefits

- Possible grants from the government
- More tourism and tourist-based income to Muskegon
- Support of local businesses from tourists and overall growth of those coming into Muskegon
- More attention to Muskegon Museum of Art and Downtown Muskegon

Technical Benefits

- Higher attention to the art in the Muskegon Area.
- Cultural growth in the city

PRICING

The following table details the tentative pricing for this sculpture project. *It is mostly estimated with great room for adjustments.*

Project Costs	Price
Unveiling team at LAF (volunteer based)	\$0.00
Construction and installation (estimate based on installation of similar sculptures in the area)	\$10,000
Maintenance	\$2,000

Marketing	\$10,000
Award money	\$10,000
Miscellaneous/Other	\$3,000
Total	\$35,000

Disclaimer: The prices listed in the preceding table are an estimate for the services discussed. This summary is not a warranty of final price. Estimates are subject to change if project specifications are changed or costs for outsourced services change before a contract is executed

CONCLUSION

Overall, this sculpture competition would be a great addition to the growing Downtown Muskegon landscape. As we continue our efforts to improve our art scene and Watch **Muskegon**, this plan will truly compliment that and line up with that mission. We would be creating a bigger draw to the city and Downtown's "Main Street" by providing a positive setting for artists and art admirers alike.

To continue with this project will be a smart investment and great plan. This is especially true if we can collaborate with the Lakeshore Art Festival, Downtown Muskegon, and Muskegon's Museum of Art to promote and launch this yearly tradition.

Thank you,

Lakeshore Art Festival